

LESSON PLAN

Name of Assistant Professor: Dr. Sandeep Kumar

Class: BMC IV Semester

Subject: **Basics of Mass Communication**

Lesson Plan: From January 2020 to April 2020

Week 1 01.01.2020-04.01.2020	Concept of communication in ancient Indian texts
Week 2 06.01.2020-11.01.2020	Indian perspective of communication
Week 3 13.01.2020-18.01.2020	Narad as a communicator-1
Week 4 20.01.2020-25.01.2020	Concept of Sadharnikaran
Week 5 27.01.2020-01.02.2020	Modern Indian thoughts of communication
Week 6 03.02.2020-8.02.2020	Modern Indian Communicator
Week 7 10.02.2020-15.02.2020	Revision, Class Test
Week 8 17.02.2020-22.02.2020	Mass Communication, Key concept, terms, definition
Week 9 24.02.2020-29.03.2020	Mass Communication feature, functions, characteristics of audience of mass media
Week 10 02.03.2020-07-03-2020	Types of mass media, print, electronic and new media
Week 11 09.03.2020-14.03.2020	KUK Vacation
Week 12 16.03.2020-21.03.2020	Definition, concept, origin of communication models
Week 13 23.03.2020-28.03.2020	Difference between model and theory, SMR, SMCR, Aristotle model, Lass well's model
Week 14 30.03.2020-04.04.2020	Berlo model, Shannon and Waver's, Osgood model
Week 15 06.04.2020-11.04.2020	Communication theory and overview of the emergence and development,
Week 16 13.04.2020-18.04.2020	Bullet theory, personal influence- two step flow
Week 17 20.04.2020-25.04.2020	Individual difference theory Cultivation theory, Agenda setting
Week 18 27.04.2020-30.04.2020	Revision, Class Test